



British Journal of Economics, Management & Trade
5(3): 299-318, 2015, Article no.BJEMT.2015.025
ISSN: 2278-098X



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Measuring Rational Behaviour and Efficiency in Management Decision Making Processes: Theoretical Framework, Model Development and Preliminary Experimental Foundations

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Authors' contributions

The whole work was carried out in collaboration between all authors. Lead author: JN. All authors read and approved the final manuscript.

Article Information

DOI: 10.9734/BJEMT/2015/13486

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Complete Peer review History: <http://www.sciencedomain.org/review-history.php?iid=701&id=20&aid=6565>

Original Research Article

Received 19th August 2014
Accepted 29th September 2014
Published 22nd October 2014

ABSTRACT

Aims: This paper aims to provide insights into the measurement of decision making efficiency and decision making behaviour by establishing a “holistic” theoretical approach, which extensively considers quantitative, qualitative and situational cause-effect relations in decision making processes. Furthermore, the paper is supposed to show, how theoretical measures can be applied in an empirical environment within a particular decision making situation.

Study Design: This research study is designed as a theoretical framework of business decision making behaviour, supported by the findings of an experimental investigation.

Place and Duration of Study: The research paper evolved as a significant part of a comprehensive

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